



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2206: PUBLIC SPEAKING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) The television station you are working for is celebrating its 50 (fifty) years of operations since its inception. To mark these celebrations you have been asked to write the 'key note' address for the Managing Director which is to be delivered during the celebrations. Write a **TWO** page key note address to mark the occasion. **(20 marks)**
- b) Explain how one should prepare before making a public presentation. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Outline the important of 'Demographic Analysis' in public speaking. **(10 marks)**
- b) Explain any **FIVE** factors that are likely to make an audience hostile to a presentation. **(10 marks)**

QUESTION 3

- a) 'Documents from the internet can be a good source of information'. Explain how one can evaluate the validity of these documents before using them as a source in Public Speaking. **(10 marks)**
- b) Identify and explain any **TWO** aspects of 'Situational Analysis' that contribute to the effectiveness of a public presentation. **(10 marks)**

QUESTION 4

- a) Citing relevant examples evaluate any **THREE** kinds of support one can use for presentation in Public Speaking. **(12 marks)**
- b) Demonstrate the use of the following use of language in speech:
- i) Parallelism
 - ii) Repetition
 - iii) Alliteration
 - iv) Antithesis
- (8 marks)**

QUESTION 5

Explain the importance of the following in Public Speaking:

- a) Introduction. **(10 marks)**
- b) Conclusion **(10 marks)**